Responsible Office: Code P
Subject: Plan/Conduct Guest Operations, Protocol, Special Events and Initiatives

Code P, Office of Public Affairs

Office Work Instruction

Plan/Conduct Guest Operations, Protocol, Special Events and Initiatives

Approved

Original Approved by: _____   _____

Margaret C. Wilhide   Date
Associate Administrator

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DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline		1/10/00	
Revision	A	4/14/00	Revised to add definition of "Codes" and reflect Pre-Assessment Audit changes to flowchart to clarify use of databases and paper logs and add quality record, Paragraphs 6.6 and 6.9 to support clarification and Section 7.0 to add Approved Travel Request to quality records.

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1.0   Purpose

The purpose of this OWI is to document procedures employed to create programs, opportunities, materials and methods used to inform the public and raise awareness of NASA's relevance, missions and programs such as mailing invitations to launches and creating publications containing the NASA message.

2.0   Scope and Applicability

This work instruction details how the functions of Special Events and Protocol, Guest Operations or Special Initiatives in the Office of Public Affairs, are used to create opportunities to share aerospace information and experiences with the public directly through the use of internet, websites, exhibits, speakers, conventions, letters, launch viewing, tours, briefings, meetings, and events; and through intermediaries and partners, news media, television, special interest organizations.

The Division Director, Public Services Division, Office of Public Affairs, is responsible for maintaining this document. The controlled version of this OWI is available on the NASA Intranet via the HQ ISO 9000 Document Library at http://hqiso9000.hq.nasa.gov. Any printed version of this OWI is uncontrolled (reference: HCP 1400.1, *Document and Data Control*).

3.0   Definitions

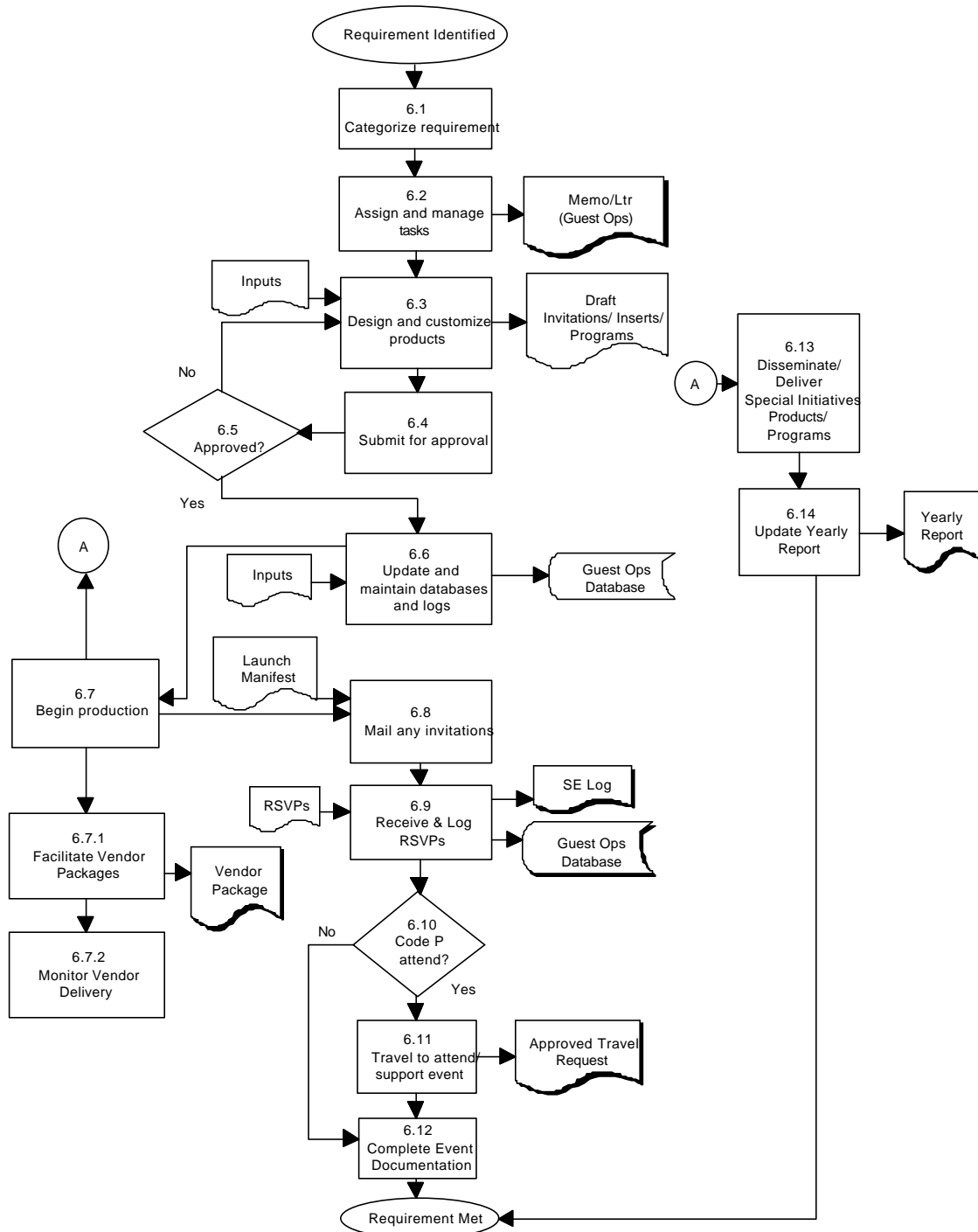|		
3.1	AA	Associate Administrator
3.2	AA/P	Associate Administrator Code P
3.3	Centers	NASA Centers (Kennedy Space Center (KSC), Goddard Space Flight Center (GSFC), etc)
3.4	Codes	Twenty-seven offices that make up NASA HQ
3.5	Enterprise	Office of Space Science Enterprise, Office of Spaceflight Enterprise, Office of Earth Science Enterprise, or, Office of Aero-Space Technology Enterprise
3.6	GOC	Guest Operations Coordinator
3.7	GSFC	Goddard Space Flight Center
3.8	ICT	Integrated Communications Teams (education and outreach teams for each NASA Enterprise.)
3.9	KSC	Kennedy Space Center
3.10	Outside Sources	Contractors (Lockheed Martin, USA, Boeing, etc.) or other Federal Government Agency
3.11	SEP	Special Events & Protocol
3.12	SIP	Special Initiatives Program
3.13	VIP	High-level government officials; Presidents and CEOs of commercial businesses and international heads of state.

4.0   References

4.1	NPD 1000.1	NASA Strategic Plan
4.2		National Aeronautics and Space Act of 1958, as amended

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5.0 Flowchart

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                        Requirement Identified

                             6.1
                      Categorize requirement

                             6.2                     Memo/Ltr
                      Assign and manage             (Guest Ops)
                           tasks

           Inputs            6.3                       Draft
                      Design and customize      Invitations/ Inserts/
                          products                   Programs

                                                                          A          6.13
           No                                                                      Disseminate/
                                                                                     Deliver
                        6.5              6.4                                     Special Initiatives
                      Approved?      Submit for approval                            Products/
                                                                                    Programs

                Yes
                                                                                      6.14
        A                               6.6                 Guest Ops              Update Yearly     Yearly
                            Inputs   Update and             Database                  Report         Report
                                   maintain databases
                                       and logs

                         Launch
                        Manifest
           6.7                          6.8
       Begin production            Mail any invitations

          6.7.1                         6.9                   SE Log
       Facilitate Vendor    RSVPs   Receive & Log
         Packages                      RSVPs                Guest Ops
                            Vendor                          Database
                            Package

          6.7.2                         6.10
       Monitor Vendor          No       Code P
         Delivery                      attend?

                                              Yes

                                        6.11             Approved Travel
                                   Travel to attend/         Request
                                    support event

                                        6.12
                                   Complete Event
                                   Documentation

                                     Requirement Met
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6.0 Procedure

Step	Actionee	Action
6.1	SEP, GOC, SIP	Categorize Requirement. Identify the activities that are suited to this requirement based on the experience and knowledge of the incumbents or as directed.

Special Events & Protocol: Identifies special event internal or outside agency to coordinate or host. Events may be co-sponsored by internal NASA Codes or Centers; driven by NASA or outside agency. NASA and possibly a co-sponsor, usually a partner in the aerospace community will want to support a reception or special event.

Guest Operations: Shuttle or expendable launch vehicle launches. Coordinate details for the NASA Administrator's special VIPs to attend a launch who require special handling and letter of invitation

Special Initiative Program. Identifies and monitors national issues, trends, polls, studies, and statistics to analyze and determine target audiences, their interests, needs, and most effective means to deliver information and to interact more directly. Identifies Agency priorities to match with public needs and interests. Categorize the needs and interests of audience, and match with NASA information and resources. Determines the appropriate ICT or Center to work with to develop and deliver program. Determine the most appropriate and efficient means of communication devises and tools to use.

Step	Actionee	Action
6.2	SEP, GOC, SIP	Assign and Manage Tasks:

Task is assigned to Special Events/Protocol, Guest Operations or Special Initiatives to develop program.

Special Events/Protocol coordinates with Guest Operations to determine specific requirements.

Guest Operations produces a memorandum that is distributed to Centers for guest quotas and input deadlines for launch event. A letter is developed for the signature of the NASA Administrator inviting distinguished guests to attend a launch at a launching facility.

Special Initiatives: Leads a team drawing on the expertise and skills of others within Code P, in Enterprise ICTs, Staff Offices and Centers to develop, deploy and disseminate programs, products, and information. When external organizations are involved, work in cooperation.

Step	Actionee	Action
6.3	SEP, GOC, SIP	Design and Customize Products:

Inputs from NASA Codes or Centers and, if applicable, outside sources (contractors) are submitted to Special Events/Protocol, Guest Operations and/or Special Initiatives in order to develop copy and design for invitations, inserts and programs.

Based on customer and Agency inputs, Special Initiatives customizes programs, materials, to reach target audiences.

Step	Actionee	Action
6.4	SEP, GOC	Submit for Approval:

Once product is developed in a draft form, it is submitted to the Director of Public Services, Space Shuttle Crew, ICTs and team members, and if applicable, the co-sponsor for approval of program, plans, partnerships, materials, copy, design, and logo placement.

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Step	Actionee	Action
6.5	SEP, GOC, SIP	Approved? If program/product is approved by AA/P, Director of Public Services, co-sponsor and/or participating NASA Codes, proceed to step. 6.6. If product is not approved and requires rewriting or redesign, product is resubmitted to Step 6.3 for changes. If SIP approved, proceed to step 6.13.
6.6	SEP, GOC	Update and Maintain Database and Logs.
		NASA codes or Centers, outside participating sources will submit names of their guests to be invited to attend either a special event, launch or landing or a special initiative program. Participating sources are requested to submit their list by email in FileMaker Pro application database or submit direct into database. Databases and logs are individually created for each event and maintained by the managing representative of the program in Code PO.
6.7	SEP, GOC	Begin Production.
		Once the Director of Public Services has approved as well as NASA codes and the participating co-sponsor; the invitation is processed to Graphics for printing.
		Once the VIP letter of invitation has been produced, it is prepared for the signature of the NASA Administrator.
6.7.1	SEP	Facilitate Vendor Packages
		As program develops, vendor packages will be initiated with hotels, caterers or printers to support a special event. Based on the dates and room requirements, SEP negotiates dates, rates and deadline to cancel rooms and other special requirements. Negotiations are also initiated with caterers.
6.7.2	SEP	Monitor Vendor Delivery
		Vendors are monitored during the preliminary stages of planning the event and at the event. Hotels are monitored frequently prior to a launch to ensure agreement. Caterers are monitored at the time of the event to ensure special arrangements requested are provided.
6.8	SEP, GOC	Mail Invitations.
		Once manifest is determined and Printing & Graphics has completed printing, invitations with inserts are shipped to GSFC for stuffing and mailing.
		Once the NASA Administrator signs the VIP letter, it is returned to Code PO for dissemination (either fax or mail).
6.9	SEP, GOC	Receive and Log RSVPs.
		Responses from invitees are received either through mail or email and recorded as received. Guest Operations uses an electronic database and Special Events retains a paper log.
6.10	SEP, GOC, SIP	Code P Attend?
		The Director of Public Services with the approval of the AA/P will determine whether or not the Special Event, Guest Operation or Special Initiative will be staffed onsite. If approved proceed to Step 6.11. If travel is not approved, proceed to Step 6.12.
6.11	SEP, GOC	Travel to Attend/Support Event.
		A staff member will prepare NASA travel request documents for authorization and make the necessary travel arrangements. At the event, staff will coordinate programs which may include operating the database for Guest Operations,

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Step	Actionee	Action
		developing the VIP tour for the NASA Administrator's Guests, developing the Administrator's Briefing program and working with Centers and launch facilities for logistics such as tours for VIPs at launch sites.
6.12	SEP	Complete Event Documentation
		At the conclusion of the event, a staff person will close out event file and complete the required documents to support the travel and the financial reimbursement requirements.
6.13	SIP	Disseminate/deliver Special Initiatives Products/Programs
		Special Initiatives disseminates information (a) directly to audience (internet, website, exhibits, speakers, conventions, letters, launch guest opportunities, briefings and meetings and (b) through intermediaries and partners (news media, television, talk shows, special interest organizations).
6.14	SEP	Update yearly report
		Special Initiatives chronicles projects by maintaining an ongoing report on the status, lessons learned, results, etc. and compiles information for yearly report.
		Requirement Met

7.0   Quality Records

Record ID	Owner	Location	Record Media	NPG 1441.1 Schedule and Item Number	Retention/Disposition
Memo, Letter	SEP, GOC, SIP	PO	Hardcopy	Schedule 1 Item 56	Destroy when 5 years old or when no longer needed for reference whichever is first.
SE Log	SEP	PO	Hardcopy	Schedule 1 Item 56	Destroy when 5 years old or when no longer needed for reference whichever is first.
Guest Ops Database	GOC	PO	Electronic	Schedule 1 Item 56	Destroy when 5 years old or when no longer needed for reference whichever is first.
Yearly Report	SIP	PO	Hardcopy	Schedule 8 Item 16	Destroy one year after the year in which the project is closed.
Vendor Package	SEP	PO	Hardcopy	Schedule 1 Item78.D	Destroy when 1 year old or when no longer needed whichever is sooner.
Approved Travel Request	SEP, GOC	PO	Hardcopy	Schedule 1 Item78.D	Destroy when 1 year old or when no longer needed whichever is sooner.